



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. 192-2006

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LETTER TO COMMISSION
CITY CLERK'S OFFICE

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: July ³¹~~27~~, 2006

SUBJECT: Labor Day Weekend / NFL Kickoff Event

This Letter to Commission is to inform you that the City has been made aware that the City of Miami has partnered with the National Association of Black Bikers (NABB) and the Latin American Motorcycle Association (LAMA) for the 2006 Miami International Bikefest Weekend. The event is scheduled to take place during Labor Day Weekend from August 31st – September 3rd. It is our understanding that organizers plan to make this an annual event. Although all planned events are scheduled to take place in various locations throughout downtown Miami, we expect that many of our amenities will attract larger numbers of patrons. The City of Miami Beach is approaching this weekend as we do other Major Event Periods (MEPs) and are currently working through our established MEP process to develop appropriate staffing enhancements to ensure a safe, clean, and successful weekend. Additional information can be found on the attached documents or on the association website at www.nabbweb.org.

Additionally, as previously noted, the NFL and the City are continuing to work closely on the NFL Season Kickoff event in South Florida. The event is scheduled for September 7, 2006 and will include major headliner entertainment televised during the pre-game show on NBC and Telemundo prior to the opening game in Pittsburgh versus the Miami Dolphins. A youth clinic and interactive activities are slated to occur in conjunction with this event. Planning for this event has already begun with all relevant departments. It is anticipated that load-in for this event will begin on Monday, August 28th and will take place throughout the Labor Day Weekend. Efforts are being made to minimize the type of activity taking place within the event site during the Labor Day Weekend. The Police Department has had several meetings with NFL Security to ensure adequate staffing is in place for the event and during the holiday weekend.

It is anticipated that hotel occupancy will be very strong during this period of time and the City is working with the Greater Miami Convention and Visitors Bureau (GMCVB) to monitor occupancy trends. The City has also already begun outreach efforts to the community. This outreach has been coordinated with the assistance of the Ocean Drive Association, Nightlife Advisory Task Force, and the GMCVB. The City's Communications Office will begin distributing community notices as more information is finalized.

As additional information becomes available, I will be sure to forward it to your attention.

Please let me know if you have any questions.

C: Management Team

Attachments

JMG/HMF/MAS

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2006



NATIONAL ASSOCIATION OF BLACK BIKERS (NABB) – FACT SHEET

- Established just three years ago, in June 2003, NABB has grown in both membership and influence, gaining national attention for the African-American Motorcycle Community
- NABB's membership strays far from the "traditional, stereotypical, biker" type. They are homeowners, with disposable cash whose median income is \$80K annually
- With an Executive Board comprised largely of bikers, NABB supports thousands of predominately African-American motorcycle clubs and individual enthusiasts
- Targeted sponsors for 2006 Bikefest are DaimlerChrysler, Harley Davidson USA and American Airlines
- This year NABB starts a new tradition, moving International Bikefest Weekend to sunny Miami where it will be held annually on Labor Day Weekend
- Keith Hyman is the CEO and founder of the National Association of Black Bikers. PH: (301) 920-1559; EMAIL: khyman@nabbweb.org
- Tonda R. Williams, CEO of TRW & Associates, LLC brings her expertise to NABB where she is now Director of Corporate & Community Relations PH: (443) 254-1664; EMAIL: twilliams@nabbweb.org
- Darlene D. Stukes, who guided Big Tigger's Annual Celebrity Classic to national success, is Managing Director of NABB Events. PH: (202) 449-0477; EMAIL: dstukes@nabbweb.org
- Arlene D. Johnson, Director of Alumni and Constituent Relations for the University of Miami's Festival Miami is now apart of the NABB Team as local contact. PH (305) EMAIL: ajohnson@nabbweb.org
- Daniel Reid is Director of Logistical Operations PH: (301) 437-3144; EMAIL: dreid@nabbweb.org
- NABB hosts special events year round and at least one national event each Quarter, drawing crowds that more often than not exceed projections

NABB MIAMI INTERNATIONAL BIKEFEST OVERVIEW

The 2006 Miami International Bikefest Weekend is a "must-attend" event for motorcycle enthusiasts and those attracted to the biking lifestyle. Labor Day weekend across the entire Miami-Dade area will explode with an eye-opening splash of festive parties, lively concerts, contests and giveaways, fashion shows and VIP celebrity events that promise to be as unique as they are exciting.

CHARITABLE BENEFICIARIES

- Big Tigger's Street Corner Foundation
(Official 2006 Charity)
- Local Charity (TBD)



EVENT SUMMARY

EVENT: NABB Miami International Bikefest

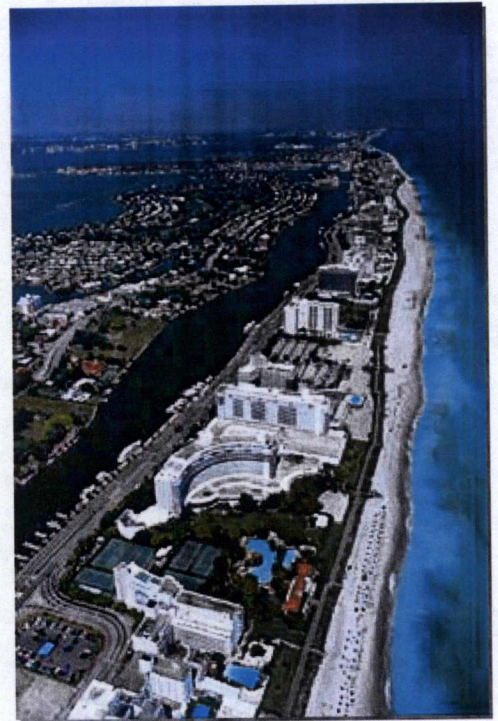
WHEN: Labor Day Weekend (August 31st thru September 3rd 2006)

WHERE: Miami, FL (Downtown & Bayfront Park)

DETAILS:

In past years, NABB has held its International Bikefest Weekend in the City of Myrtle Beach, South Carolina. This year with a shift in location, NABB looks to head south to sunny Miami, Florida. Last year, in Myrtle Beach, over 150,000 people attended Black Bike Weekend with an estimated economic impact of more than \$15 million dollars.

NABB Miami International Bikefest Weekend will be held on August 31, 2006 through September 3, 2006. Scheduled events during the weekend will consist of concerts, parties, Miami area community rides, among other activities. NABB estimates that thousands bikers and patrons from around the country will travel into Miami to enjoy a fabulous weekend fueled with speed, power, socializing, networking events, and most of all fun in the sun.



2006 Hotel Partners

Intercontinental Hotel (HEADQUARTERS)

Hyatt Regency Downtown

Marriott Miami Biscayne Bay

Courtyard Marriott-Downtown

Doubletree Grand

Eden Roc Resort & Hotel (Miami Beach)



MAIN EVENT SCHEDULE

Thursday, August 31, 2006

- **6pm - 8pm** – VIP Welcome Reception/Press Conference – Lyric Theater (estimated attendance 200) (NW 2nd Ave & 6 Street)
- **10pm - 2am** – Motorcycle Club-Hosted Party-(Impossible Dream Contest Winner)
Intercontinental Hotel (1200 anticipated attendees)

Friday, September 1, 2006

- **6am - 10am** - Live Local Radio Morning Show Broadcast at James L. Knight Center (Hyatt Regency Hotel) *estimated attendance 1,500*
- **1pm - 6pm** - Exhibitor Mall – Intercontinental Hotel (Corporate Row, Celebrity Bikes, Custom Builders, etc.- *estimated attendance 25,000*)
- **6pm - 10pm** - Official Bike-fest Kickoff Block Party – (Location: TBD) hosted by Big Tigger (BET) Objective to provide an economic impact to the community. (*estimated attendance 25,000*)
- **10pm - 2am** - Official Kick-off After Party *White Tees & Jeans* hosted by Big Tigger (BET) (*Intercontinental Hotel Ballroom (estimated attendance-10,000)*)

Saturday, September 2, 2006

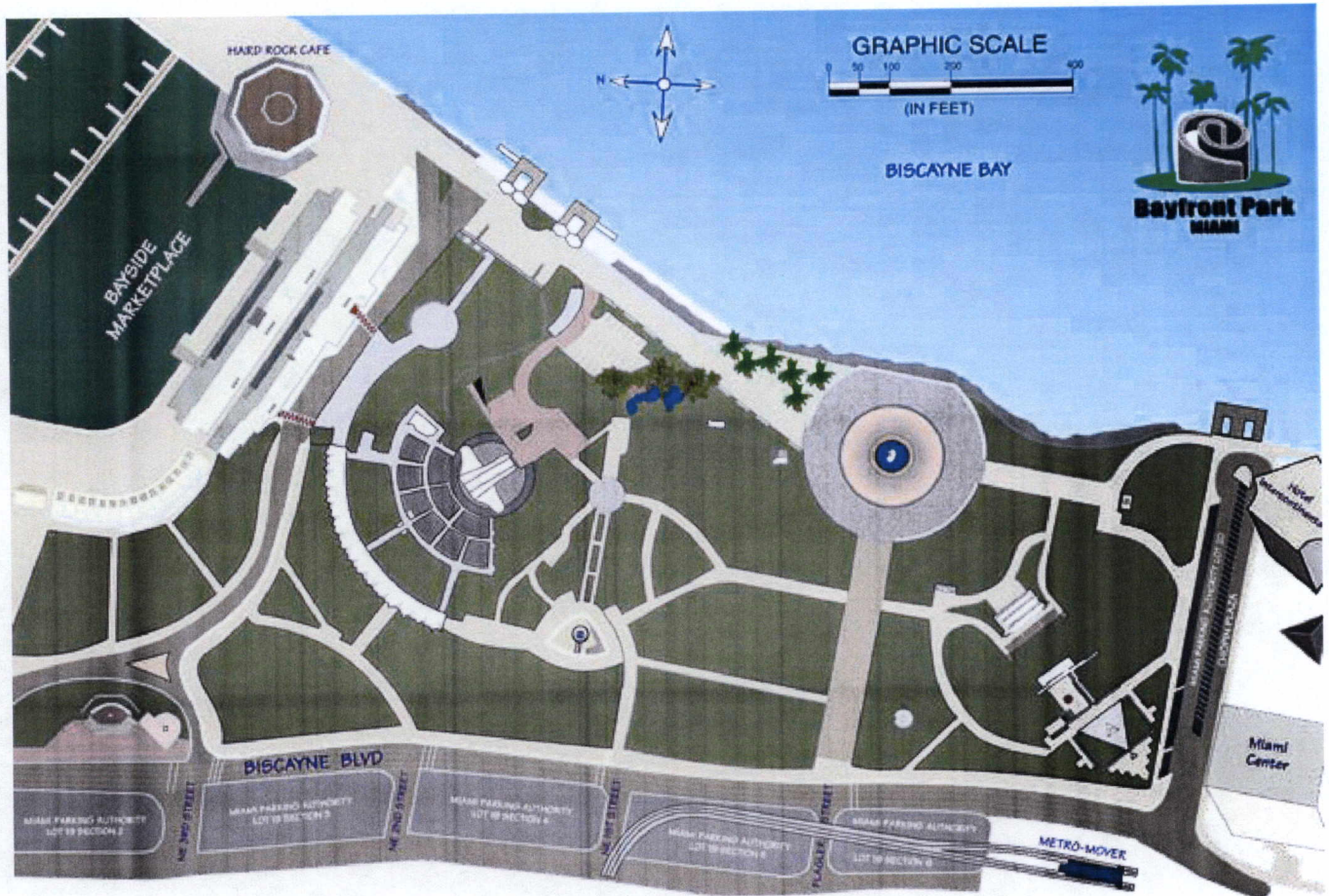
- **11am - 1pm** - International Motorcycle Ride – Staging Area: Lyric Theater – Destination: Intercontinental Hotel/Bayfront Park (only auto dealer in the parade, celebrity travel & political marshalls etc. Dodge Ram for hauling trailer etc. (*estimated attendance 50,000*))
- **12pm - 6pm** - Exhibitor Mall – Intercontinental Hotel (Corporate Row, Celebrity Bikes, Custom Builders, etc.)
- **12pm – 6pm** - Bike and Car/Truck Expo partnered with L.A.M.A. - Bicentennial Park
- **2pm-9pm** - NABB Music Festival – Bayfront Park Amphitheater (*estimated attendance 15,000*)
- **10pm- 2am** - All-Black VIP Gala – w/Celebrity Interviews for Red Carpet arrivals – Intercontinental Hotel (*estimated attendance 5,000*)

Sunday, September 3, 2006

- **12pm-4pm** - "Praise and Jazz in the Park", Performances/Vendors/Displays – Margaret Pace Park (Nancy Wilson, Ron James, PJ Morton & Kirk Franklin are scheduled to perform)
Events, Venues and Times are Subject to Change



BAYFRONT PARK



PHOTOGRAPHS OF BAYFRONT PARK



NAAB Motorcycle Parade Map



BICENTENIAL PARK

